

**THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON
DECISION TO STAY IN STAR-RATED HOTELS IN SURABAYA
THROUGH TRAVELOKA**

THESIS



By:

RACHEL MARYAM RAMADHANI

NPM. 22045010036

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
FACULTY OF SOCIAL, CULTURAL, AND POLITICAL SCIENCES
TOURISM STUDY PROGRAM**

2026

Supervisor Approval Sheet

**THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON DECISION
TO STAY IN STAR-RATED HOTELS IN SURABAYA THROUGH
TRAVELOKA**

By:

Rachel Maryam Ramadhani
NPM. 22045010036

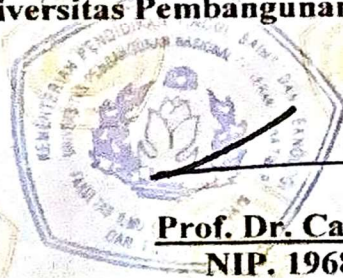
Has been approved to take the thesis exam

**Approved by,
Supervisor,**



Sheidy Yudhiasta S.Par., M.Par
NIP. 198904202022032003

**Acknowledge,
Dean of Faculty of Social, Cultural, and Political Sciences
Universitas Pembangunan Nasional "Veteran" Jawa Timur**



Prof. Dr. Catur Suratnoaji, M.Si
NIP. 196804182021211006

Examiners' Approval Sheet

**THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) ON DECISION
TO STAY IN STAR-RATED HOTELS IN SURABAYA THROUGH
TRAVELOKA**

By:

Rachel Maryam Ramadhani
NPM. 22045010036

Has been defended before and approved by the Board of Examiners of the Tourism Study
Program, Faculty of Social, Cultural, and Political Sciences, Universitas Pembangunan
Nasional "Veteran" Jawa Timur
Date: 2 June 2026

Supervisor,



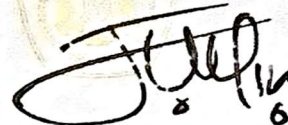
Sheidy Yudhiasta, S.Pd., M.Par
NIP. 198904202022032003

Board of Examiners

1. 

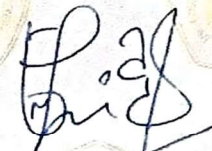
Sheidy Yudhiasta, S.Pd., M.Par
NIP. 198904202022032003

2.



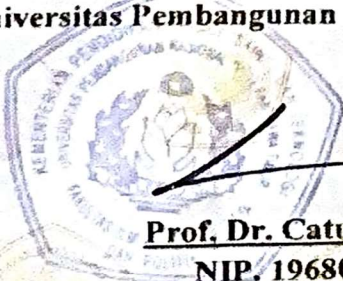
Joko Mijiarto, S.Hut., M.Si
NIP. 199105122024061004


3.



Garsione Agni Andrea, S.Pd., M.Sc
NPT. 21219900221336

Acknowledge by,
Dean of Faculty of Social, Cultural, and Political Sciences
Universitas Pembangunan Nasional "Veteran" Jawa Timur




Prof. Dr. Catur Suratnoaji, M.Si.
NIP. 196804182021211006

STATEMENT OF PLAGIARISM-FREE WORK

I, the undersigned:

Name : Rachel Maryam Ramadhani
NPM : 22045010036
Program : Undergraduate Program (SI)
Study Program : Tourism
Faculty : Faculty of Social, Cultural, and Political Sciences

Hereby declare that this scientific paper, in the form of a thesis, does not contain any part of other academic works that have previously been submitted to obtain to obtain an academic degree at any higher education institution. Furthermore, this thesis does not contain any work or opinions written or published by other individuals or institutions, except those that are properly cited and fully acknowledged in the references.

I also declare that this scientific paper is free from any elements of plagiarism. Should any indication of plagiarism be found in this thesis in the future, I am willing to accept sanctions in accordance with the applicable laws and regulations.

This statement is made truthfully and without any coercion from any party, and is intended to be used a appropriate.

Surabaya, 2 June 2026

The Declarant



Rachel Maryam Ramadhani
NPM. 22045010036

ACKNOWLEDGEMENT

The author offers praise and gratitude to Allah, the one and only God, because it was only through His mercy, love, and grace that the author was able to complete this thesis successfully and on time. No creature can deny the blessings and favors bestowed by Allah, as every step and effort in seeking knowledge is blessed, resulting in the desired outcomes. May every endeavor in this study bring blessings and benefits to all. While this paper is not perfect, it reflects the process that went into its preparation. The author wrote this thesis as a requirement for graduating from the Bachelor of Tourism Studies Program at the Faculty of Social, Cultural, and Political Sciences at Universitas Pembangunan Nasional "Veteran" Jawa Timur. The author would like to express gratitude to those who helped, guided, and supported the author in compiling this report and conducting research on "The Effect of Electronic Word of Mouth (eWOM) on Decision to Stay in Star-Rated Hotels in Surabaya Through Traveloka" The author thanks Mrs. Sheidy Yudhiasta, S.Pd., M.Par., the main supervisor, for taking the time to provide guidance, advice, and motivation.

The author also received a lot of help from various parties, both moral, spiritual and material. For this, the author would like to thank:

1. Prof. Dr. Catur Suratnoaji, M.Si as Dean of the Faculty of Social and Political Sciences, Universitas Pembangunan Nasional "Veteran" Jawa Timur.
2. Dr. Yudiana Indriastuti, S.Sos., M.Si as the Coordinator of the Tourism Study Program, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional "Veteran" Jawa Timur.
3. The examination team, namely Mrs. Sheidy Yudhiasta S.Pd., M.Par, Mr. Joko Mijiarto, S.Hut., M.Si, Mrs. Garsione Agni Andrea, S.Pd., M.Sc, The input and corrections from the examination team enabled the author to be more open to every possibility that could change the results during the research process.
4. Lecturers in the Tourism Study Program, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional "Veteran" Jawa Timur, who always provided new

experiences and additional scientific insights into every aspect of multidisciplinary tourism activities.

5. Parents who have been so incredibly supportive of the author both morally and materially.
6. Tourism stakeholders who have provided the author with the opportunity to discuss tourism development, both from the community of observers and the government tourism agency.
7. Friends from the same batch in the Tourism study program who always provided encouragement during the writing process, as well as all friends who accompanied and struggled together while the author was attending lectures.

Above all, the author would like to express the deepest gratitude to the author's beloved mother and greatest inspiration, Ade R. Damanik. From the very first day the author stepped into university life until the moment this thesis was completed, Mama has always been there with endless love, support, and prayers. Thank you for every sacrifice, every comforting word, and every moment of strength given when the author felt tired and uncertain. Mama's patience, sincerity, and unconditional love have become the greatest source of motivation throughout this journey.

Thank you for the moral and material support that never faded, for every prayer whispered in silence, and for always believing in the author even during difficult times. Mama has taught the author that perseverance, kindness, and sincerity are among the most valuable lessons in life. All achievements accomplished by the author are dedicated with deepest gratitude to Mama, whose love has never asked for anything in return. May God always bless Mama with good health, happiness, and a long life, so Mama can continue to witness and accompany every step of the author's future journey

The author acknowledges that this thesis still has limitations and is not yet perfect. Therefore, the author welcomes constructive criticism and suggestions to improve this work. May this thesis bring benefits and blessings to all parties and serve as a means of disseminating useful knowledge for life.

Surabaya, 22 May 2026

Rachel Maryam Ramadhani

TABLE OF CONTENT

Supervisor Approval Sheet	i
Examiners' Approval Sheet	ii
STATEMENT OF PLAGIARISM-FREE WORK.....	iii
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENT.....	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
ABSTRACT.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Research	1
1.2 Formulation of the Problems.....	4
1.3 Purpose of the Research	5
1.3.1 General Purpose	5
1.3.2 Spesific Purpose	5
1.4 Benefit of the Research	6
1.4.1 Theoritical Benefits	6
1.4.2 Practical Benefits.....	6
CHAPTER II LITERATURE REVIEW.....	7
2.1 Previous Research	7
2.2 Conceptual Framework	13
2.2.1 Independent Variable.....	13
2.2.2 Dependent Variable	16
2.2.3 Relationship Between Variables.....	17
2.3 Theoritical Framework.....	19
2.3.1 Electronic Word of Mouth.....	19
2.3.2 Decision to Stay.....	21
2.3.3 The Effect of eWOM on the Decision to Stay.....	23
2.4 Conceptual Framework	25
2.5 Hypothesis.....	26
CHAPTER III RESEARCH METHODOLOGY	28

3.1 Research Method.....	28
3.2 Research Approach	28
3.3 Research Limitations.....	29
3.4 Location and Research Time.....	30
3.5 Definition Operational of Variables.....	31
3.6 Population and Sample.....	33
3.6.1 Research Population	33
3.6.2 Research Sample.....	34
3.7 Sample Determination.....	35
3.9 Data Collection Techniques	36
3.10 Validity and Reliability Test	36
3.11 Data Analysis Techniques.....	38
3.11.1 Classical Assumption Test.....	38
3.11.2 Multiple Linear Regression Test	41
3.11.3 Hypothesis Test	42
CHAPTER IV RESULT AND DISCUSSION	45
4.1 General Description.....	45
4.2 Respondent Characteristic.....	45
4.2 Result.....	47
4.2.1 Descriptive Analysis of Variables	47
4.2.2 Instrument Test	48
4.2.3 Classical Assumption Test.....	55
4.2.4 Multiple Linear Regression Analysis	60
4.2.5 Hypothesis Test	62
4.3 Discussion	65
4.3.1 The Simultaneous Effect of eWOM Quality (X1), eWOM Quantity (X2), and Sender's Expertise (X3) on the Decision to Stay (Y).....	65
4.3.2 The Effect of eWOM Quality on Decision to Stay (Y).....	66
4.3.3 The Effect of eWOM Quantity on Decision to Stay (Y).....	68
4.3.4 The Influence of Sender's Expertise (X3) on the Decision to Stay (Y).....	69
CHAPTER V CONCLUSION AND SUGGESTION.....	71
5.1 Conclusion.....	71
5.2 Suggestions.....	72

REFERENCES.....	74
ATTACHMENT	77

LIST OF TABLES

Table 1. 1 Avarage Hotel Occupancy Rate.....	4
Table 2. 1 Previous Research.....	10
Table 3. 1 Operational Definition of Variables	32
Table 4. 1 Age of Respondents	46
Table 4. 2 Gender of Respondents.....	46
Table 4. 3 Descriptive Analysis of Variables	47
Table 4. 4 Validity test of eWOM Quality	49
Table 4. 5 Validity Test of eWOM Quantity	50
Table 4. 6 Validity Test of Sender's Expertise.....	51
Table 4. 7 Validity Test of Decision to Stay.....	53
Table 4. 8 Reliability Test of eWOM Quality, eWOM Quantity, Sender's Expertise, and Decision to Stay	54
Table 4. 9 Kolmogorov-Smirnov Test.....	56
Table 4. 10 Multicollinearity Test	57
Table 4. 11 Heteroscedasciticity Test	59
Table 4. 12 Multiple Linear Regression Test.....	60
Table 4. 13 Partial Test (T-Test).....	62
Table 4. 14 Simultaneous Test (F-Test).....	63
Table 4. 15 Coefficient of Determination Test	64

LIST OF FIGURES

Figure 2. 1 Conceptual Framework	26
Figure 4. 1 Heteroscedasticity Test	59

ABSTRACT

The Effect of Electronic Word of Mouth (eWOM) on Decision to Stay in Star-Rated Hotels in Surabaya through Traveloka

The rapid growth of Indonesia's tourism industry, particularly in the hospitality sector, has intensified competition among star-rated hotels in urban areas such as Surabaya, making electronic word-of-mouth (eWOM) on online travel platforms an important factor in tourists' accommodation decisions. This study aims to analyze the influence of eWOM dimensions—quality, quantity, and sender's expertise—on domestic tourists' decisions to stay in star-rated hotels in Surabaya via Traveloka. A quantitative explanatory approach was employed using primary data collected from 100 respondents through purposive sampling. Data were analyzed using multiple linear regression with SPSS, preceded by classical assumption tests, including normality, multicollinearity, and heteroscedasticity, followed by hypothesis testing using t-tests, F-tests, and the coefficient of determination (R^2). The results show that eWOM quality, eWOM quantity, and sender's expertise simultaneously and partially have positive and significant effects on the decision to stay, with eWOM quality emerging as the most dominant factor. These findings highlight the importance of clear, credible, and relevant online reviews, supported by a high volume of information and trustworthy sources, in shaping tourists' perceptions and influencing their accommodation choices.

Keywords: Electronic Word of Mouth (eWOM); Decision to Stay; Star-Rated Hotels; Traveloka; Domestic Tourists.